

A M E N D M E N T

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FEB 22 2001  
Technology Center 2100

Please amend the above-identified application as follows:

**IN THE SPECIFICATION:**

Please amend the specification as follows:

At Page 1, line 16, delete "09/116,367" and insert --09/166,367--.

At Page 9, line 7, replace "Patent Application No. \_\_\_\_" with --Patent Application No. 09/274,281--.

**IN THE CLAIMS:**

Please **AMEND** Claims 1, 29, 35-37, 44, 49, 51-59, and 69-74 as follows.

SUBC1  
1. (Amended) A method, comprising [the steps of]:  
receiving information relating to customer activity of a customer with a first vendor;  
receiving an indication of at least one item the customer desires to purchase from the  
first vendor, the at least one item having an associated total price;  
providing, in response to the received information, an indication of an offer for a  
subsidy from a second vendor, wherein the offer for the subsidy is an offer for a reduction in  
price relative to the total price; and  
[receiving an indication of at least one item the customer desires to purchase, the at least  
one item having an associated total price; and]  
charging the customer a second price for the at least one item if the offer is accepted, the  
second price being less than the total price.

B2  
29. (Amended) The method of claim 1, further comprising:  
soliciting and obtaining agreement by the customer to participate in a transaction with  
the second vendor.

B3  
35. (Amended) The method of claim 1, in which the offer defines at least one of:  
[a reduction in the price charged for the at least one item;]  
the second vendor; and